

Backstage

Winter 1975





Warm Wishes for a from your staff...

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Merry Christmas

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RACE THROUGH



Flashing through the vast expanse of black space, the craft hurls the eager astronauts into a shower of shooting stars and diving meteors, while iridescent comets streak through the void. An extraordinary display of ethereal light dances in the distance. A daring mission of discovery? A new space chronicle?

No! It's the Disney "Imagineers" at work again on the newest, most exciting attraction at Disneyland. From its massive 200-foot base to its towering 90-foot cone, with a projected hourly capacity of 2,160 adventurers, Space Mountain may turn out to be the most popular attraction at the Park.

Space Mountain captures the essence of Superspace. The expectant "space voyager" is transported through the space station launch portal, and through the vast man-made "solar field." He then orbits the glowing "satellite," become engulfed in spectacular nebulae and plunges past myriads of strange stars and unknown galaxies to begin reentry.

GH SPACE

Written by Donia Ruescher



Continued...

As you might suspect, Space Mountain has been in the planning stages for a long time and was developed from an original idea of Walt Disney's. Its completion progresses deliberately, taking full advantage of knowledge gained during the manned and unmanned space probes conducted by NASA. Former astronaut Gordon Cooper, Commander of Mercury 9 and Gemini 5, is now a member of the Disney team and is currently providing close, personal consultation to help insure the authenticity of Space Mountain. He sees this as "an attempt to give people the most realistic feeling of what they might encounter in space without actually taking a real space flight. As we gain new knowledge and insight concerning space, Space Mountain will be improved upon in true Disney fashion."

As with all Disney attractions, operational safety remains an essential objective. Space Mountain is controlled by a pair of very sensitive Nova 2/10 computers, which are able to respond instantaneously to any unexpected event by immediately halting all mechanical movement.

Each vehicle consists of two six-passenger "rocket sleds" in tandem, which are separated by a "block zone," a part of the track which consists of mechanisms to slow or stop the vehicle in case of an emergency situation. If the vehicles are too close together at any point on the track, the computers will stop all vehicles from that point back to the loading area until an adjustment can be made.

Manager of Scientific Programming, Dave Snyder, is working closely with the developers of Space Mountain and concedes that it will take several months to program the computers for this attraction. In the process, the computers must be taught to watch each of the eleven or twelve vehicles on the spaghetti-like complex of track and to time each one. When faced with incoming data, it must make one of three decisions concerning operation of the attraction: namely, to halt everything; to inform the ride operator of a possible impending problem; or to allow the system to proceed as normal. If there is even a remote likelihood of vehicles colliding, the entire system is shut down automatically. If the computers suspect that some aspect of the attraction is malfunctioning, a light flashes the possible trouble on a status board inside the control booth.

This particular track has been designed specifically for Disneyland's Space Mountain. Bill Watkins, Project

Engineer for the Space Mountain attractions at both Disneyland and Walt Disney World, describes the new track at Disneyland as having been designed so that passengers will experience the least degree of physical disturbance during their ride. Because of the restricted area accommodating Disneyland's Space Mountain, this was accomplished by creating relatively tight curved radii with high banking, but gradual entrance into each turn. This requirement was established only after much experimentation with the Matterhorn and Walt Disney World's Space Mountain tracks. Since each vehicle runs at an approximate speed of 40 feet per second, (about 28 to 30 miles per hour), smooth transit is essential.

In the event of a power failure, an

emergency backup system called an Uninterruptible Power Supply provides power to the computer system. This emergency energy supply lasts for about 30 to 45 minutes—more than enough time to activate emergency systems and to return all vehicles to the unloading area. Of course, the attraction must then be closed until regular power is restored to all systems involved.

Glenn Durflinger, Project Designer at WED, has been responsible for the overall design of Space Mountain including the stage and restaurant area which is to be integrated with the main structure. It will basically feature a fast foods area on terraced levels with all tables overlooking a dance



all passengers aware of the experience upon which they are about to embark. As a result, many opportunities are afforded the guest to see what is going to happen to him. In the pre-show area are space frame portals which provide view of the attraction in actual operation. There is also a movie in which Gordon Cooper explains what is to happen and even a "chicken" ramp for those guests who decide that perhaps this is not exactly the attraction for them. In effect, every effort has been made to make the guest comfortable in this novel, though temporary, environment.

After all the preparations, the more adventurous guest encounters a brilliant three minute display of imagination. Some of the more spectacular special effects include a simulated laser show projected on the inside cone of the Mountain, a three-sided 90-foot long "solar" tunnel containing 270 sections of mirrored panels that appear to stretch to infinity on all sides and a very realistic satellite orbiting the earth. In the space station's reentry area guests are whisked through a "ball of fire," simulating an astronaut's sizzling brush with a meteor shower. George McGinnis says of the attraction, "We want guests to utilize all of their senses with this final experience as they reenter the explorer 'space port.'"

At this point, the 200-foot base of Space Mountain has been built on its carefully selected site behind the Tomorrowland Stage. Existing construction covers most of the former in-berm parking area and crews are currently working on the huge tension ring on which the Space Mountain cone will rest. From its basement level to its highest peak it is still some 57 feet shorter than the Matterhorn, which rises 147 feet in the air.

The first phase of Space Mountain's construction is the outer shell of the attraction and is proceeding on schedule. The second phase will be the actual building of the track, which is scheduled to begin approximately in January of 1976. Because of the complexity of undertaking a project of such scope and magnitude—in which a prime concern is built-in safety for the protection of future visitors—completion of this fascinating adventure is anticipated by the summer of 1977. This schedule allows for continuing research and improvement right up to opening day—a point of view typical of the Disney genius which conceived the idea of Space Mountain in the first place.

floor and an amphitheater stage with graduated seating. This arrangement will enable people dining to listen to performers and watch other guests dancing below them. Access to the dining area will be provided by a double ascending, moving walkway similar to that used in the WEDway PeopleMover attraction. This track is also being redesigned to provide its passengers with a visual preview of Space Mountain.

George McGinnis, Show Designer for the interior space arrangements and special show effects for Disneyland's Space Mountain, sees the idea of previewing as a must for all prospective "space travelers." He and his colleagues have anticipated the need for making

WE REMEMBER...

FOODS

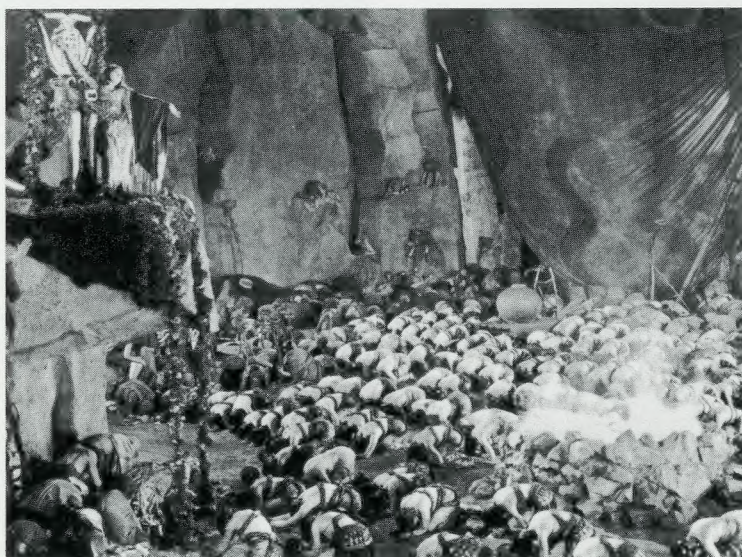
Designed by Bob Miller



... when donuts were shipped in
fresh - every month.



... when short rest periods were
allowed after each meal.



... when top execs would walk into the
cafeteria and cause tremendous excitement.



... when everything was served
with style and sophistication.

"PROFESSOR BENJAMIN H. TUEAU CONDUCTS A GUIDED TOUR OF THE CREATIVE IDEAS DEPARTMENT, LETTING US IN ON SOME WELL-KEPT SECRETS THAT CONSTITUTE THE

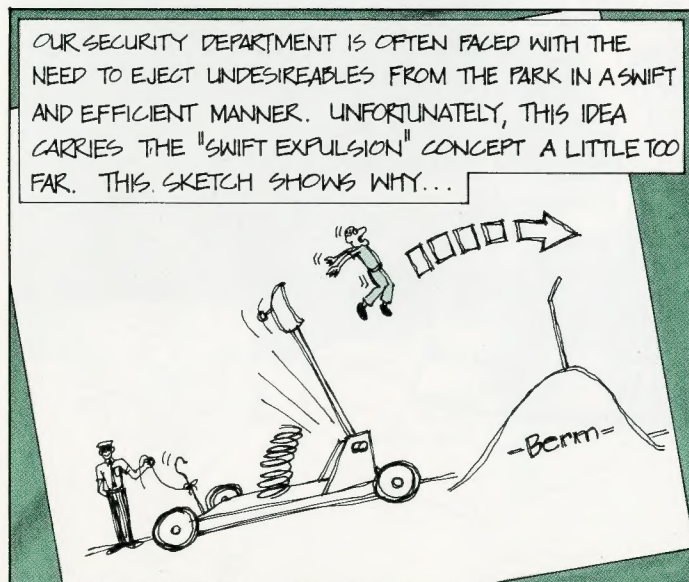
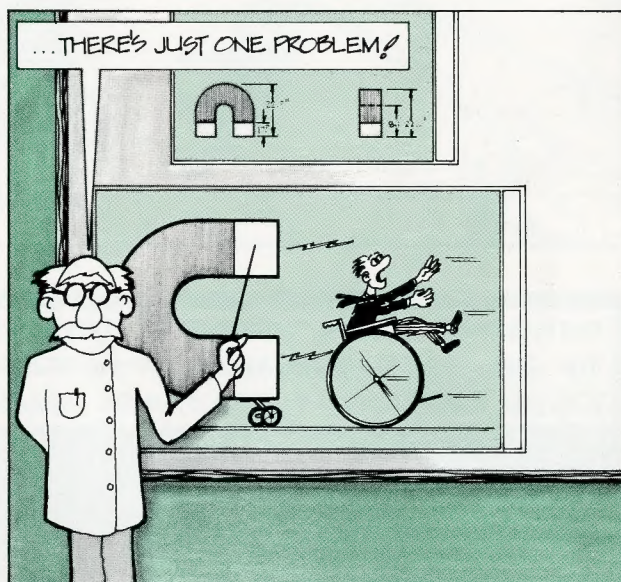
CREATIVE IDEAS THAT NEVER MADE IT!

The rejects are actually the best!

Artist & Writer: Dave Lewis



HERE'S AN IDEA WE ALMOST USED. AN ELECTRICAL ENGINEER SUBMITTED THE PLANS FOR A POWERFUL ELECTRO-MAGNET THAT IS DESIGNED TO ATTRACT ONLY METALS FOUND IN WHEELCHAIRS AND STROLLERS. THIS ITEM WOULD MAKE RETRIEVAL OF THEM A BREEZE. NOT A BAD IDEA... JUST FLIP THE SWITCH AND HERE THEY COME... BUT...



FOR THE DIFFICULTIES ENCOUNTERED WHILE WORKING WITH NON-ENGLISH SPEAKING GUESTS, THIS IDEA WAS SENT IN:

I have a trained parrot who speaks three foreign languages. Would it be possible for him to sit on my shoulder and translate the guests' words into english thereby making my, as well as others' job easier and more pleasant, not to mention extended to the guests then

My bird could also be for use in the various shop consider this idea as I thi



ONE EMPLOYEE MAY HAVE HAD TROUBLE KEEPING TRACK OF HIS I.D. CARD. HE SUBMITTED THIS IDEA.

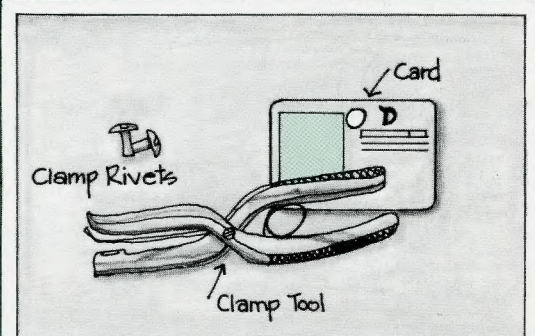
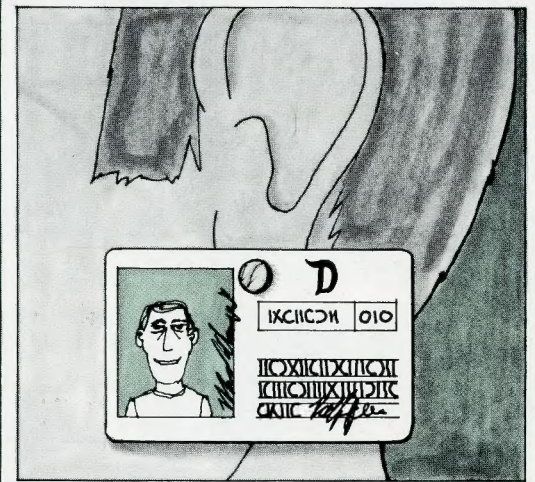
Dear Sirs-

Being prone to the misplacement and forgetting of my I.D. gave me a great idea that I thought you should know about.

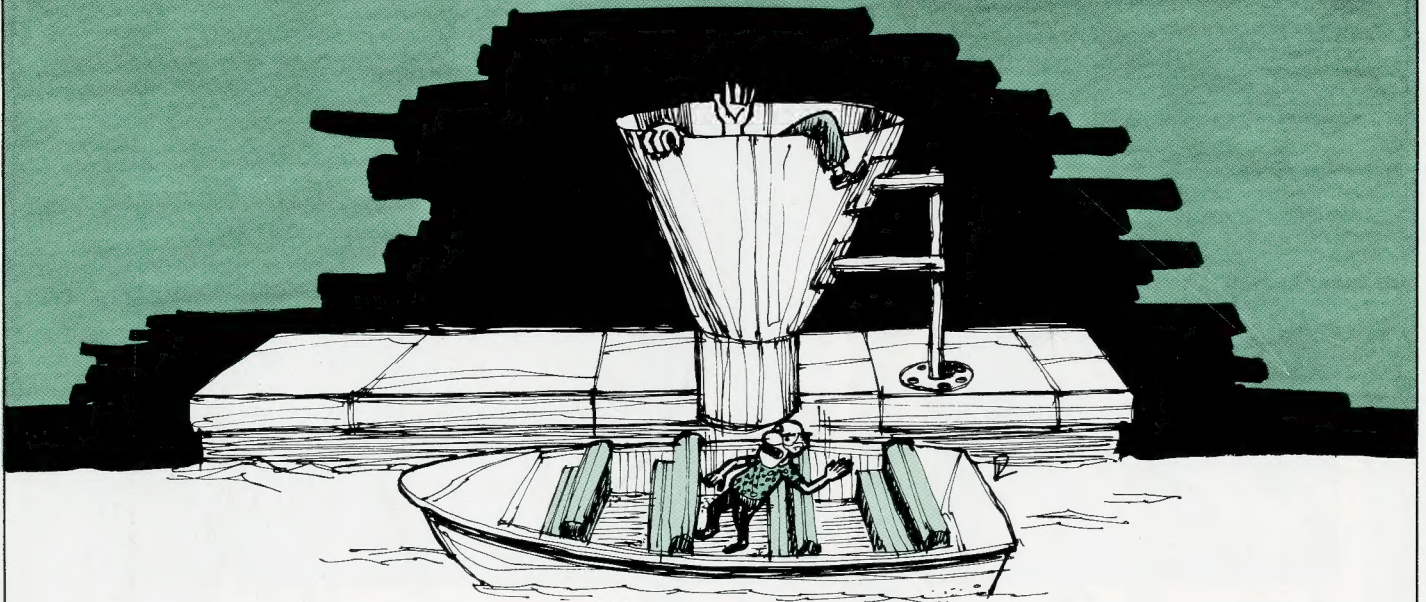
Why not use metal tags to be clipped to the ear of the employee that could also aid in following breeding habits and migration patterns of employees. Please find enclosed photograph.

Respectfully submitted,

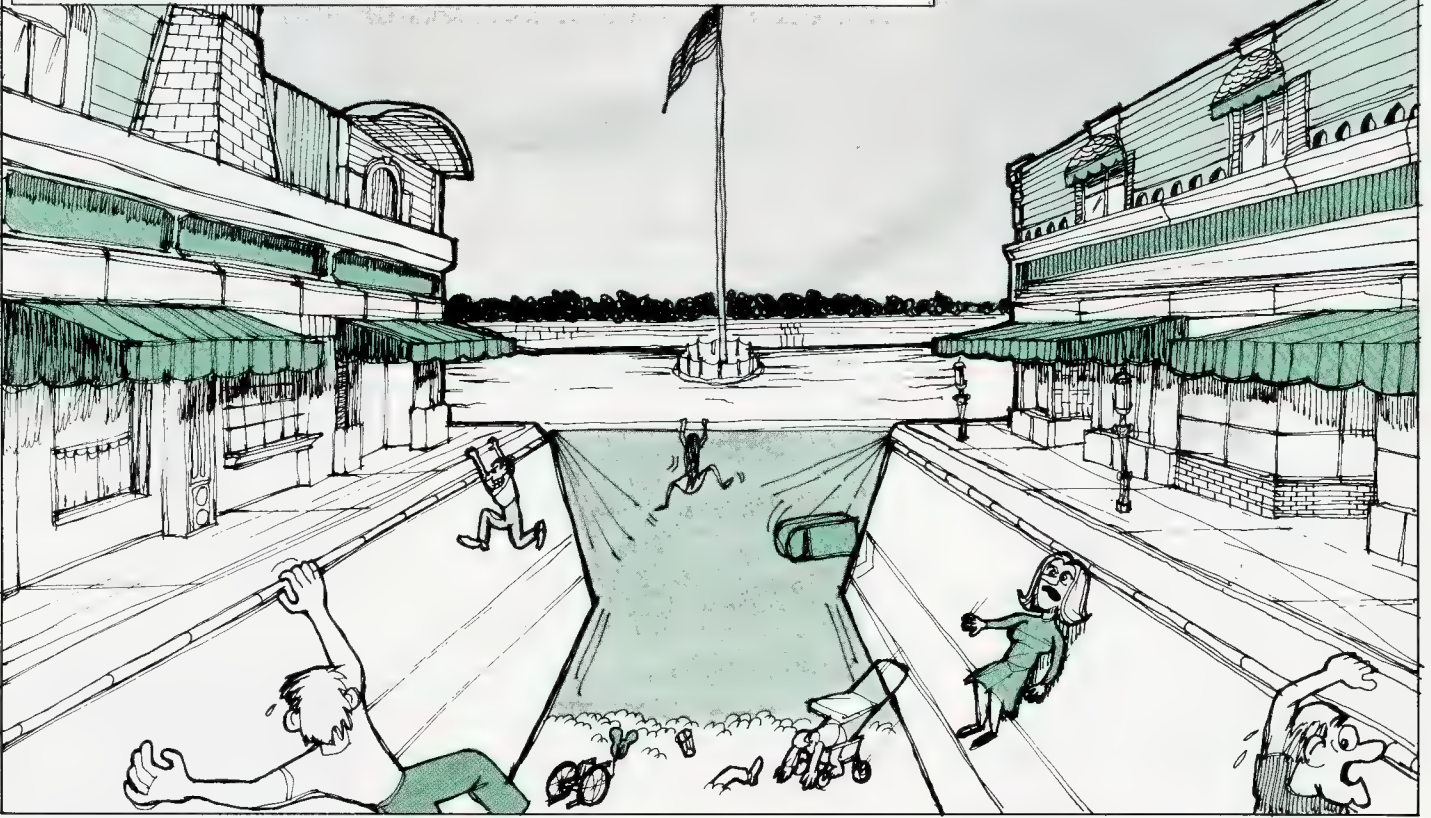
Marlin Parkins



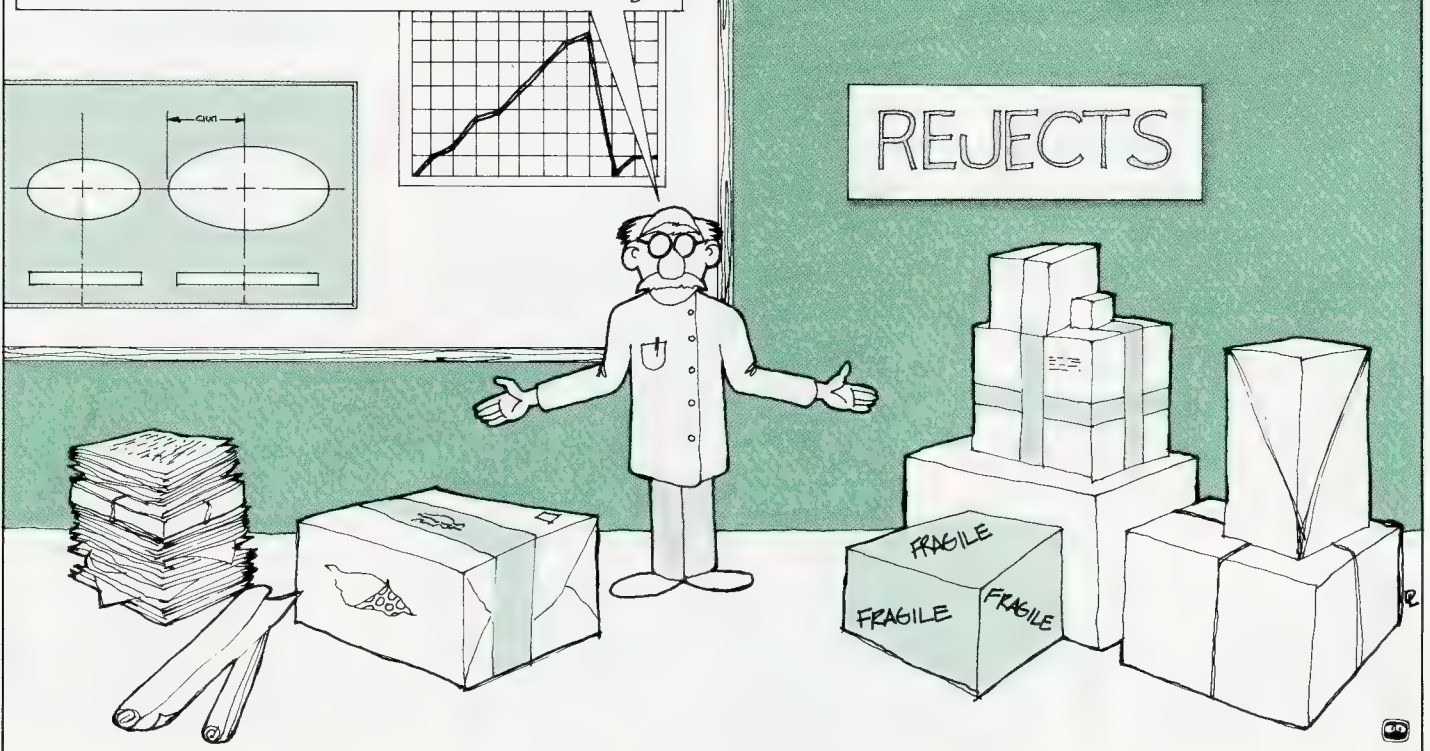
DISTRIBUTING THE EXACT NUMBER OF GUESTS INTO THE BOATS, CARS AND SLEDS OF THE MANY ATTRACTIONS IN THE PARK IS NOT ALWAYS EASY. THIS DRAWING PROVIDES AN ELABORATE IF NOT ACCEPTABLE METHOD FOR THE PLACEMENT OF THE PROPER NUMBER OF RIDERS...



WE'VE RECIEVED NUMEROUS REQUESTS FOR A METHOD OF CLEANING UP ALL THE POPCORN AND CONFETTI LEFT ON MAIN STREET AFTER "AMERICA ON PARADE." HERE'S ONE OF THE MORE INTERESTING SOLUTIONS SUBMITTED BY ONE OF OUR JANITORIAL STAFF.



WELL, YOU'VE JUST SEEN A FEW OF THE "NOT QUITE USEABLE" IDEAS EMPLOYEES HAVE THOUGHTFULLY SUBMITTED. MANY MORE OF THEM ARE REALLY VERY CLEVER BUT SOMEHOW, NEVER SEEM TO PAN-OUT. I GUESS THAT'S JUST THE WAY IT GOES... BUT I STILL SAY MY SKATEBOARD SHUTTLE IDEA FOR THE PARKING LOT IS A GOOD ONE!





TERRY MARTIN

"The Terry Martin Show" may not sound familiar to Southern Californians, but to the folks around Fayetteville, North Carolina, that radio show was one of the highlights of their listening day. That was in the late sixties, and Terry Martin has since turned in his microphone for a badge and a Disneyland Security costume.

"The radio show was during my Air Force years," explains Terry. He was a disc jockey for two local stations, one transmitting top forty tunes and the other was an easy listening program. "I handled both ends of the spectrum." Terry was also the editor of the Pope Air Force base newspaper and while involved with their 50th Anniversary celebration, he researched and wrote a history of the base, published by the Department of Defense.

Terry got a summer job at Disneyland in 1964 at Carnation Plaza Gardens, and when he left after three months, he never thought he would get a chance to come back. Yet in May, 1971, while attending school at California Baptist College in Riverside, Terry joined our Security staff. He has worked graveyard and swing shift, but prefers days, out in the Park with the guests. "Everything out there is spontaneous and new," he said. "It is a challenge to be able to get the guests to do what you want them to do, and make them want to do it."

"A smile is very important for Security Officers to maintain," Terry feels. "You get more cooperation if you're pleasant." Terry points out that Security Officers sometimes have to make negative contacts, "yet we must always present ourselves in a positive light."

Terry adds that teamwork is a valuable part of Security's operation. "We are not only co-workers, we are friends," he comments. "That provides much better working conditions and more pride in your job."

Terry comes from a military family and moved around quite a bit in his childhood. He spent some time in Okinawa and Japan and ended up going to high school in Sacramento. He received his B.A. in Psychology from California Baptist College.

Playing the guitar and reading fills some of Terry's spare time. "I started a garden, but it failed miserably," Terry explained. He and his wife of three years, Carol, also enjoy taking short trips through Southern California.

Terry gets a chance to reminisce over his disc jockey days as he works daily behind the microphone of Security's Communication Board. Terry's emphasis now is talking directly to people: especially Disneyland guests and employees, using his energetic personality to convey good feelings to everyone he meets.

BETTY BELL

183,000 . . . and still counting . . . that's the story of Betty Bell, the Main Street Portrait Artist who has chalked up that impressive amount of guests' faces in 18½ years.

"I've done portraits of people from almost every country in the world," said Betty, "Some were from places I've never even heard of, and people are so eager to talk about their home." Betty has become somewhat of an international figure due to her excellent work here in the Park. Many times people from foreign countries will come to the Art Festival asking for Betty because they had seen her work on portraits of their friends. "That is really an ego booster," added Betty.

An alumnus of the University of Illinois, Betty has also attended the Art Institute of Chicago and the Chicago and American Academies of Fine Arts. She is interested in all areas of art, including sculpture, oil painting and water colors. Before her association with Disneyland, Betty did much free lance and some mass production art work.

The Art Festival, as it stands now, was begun as a summer-only project, and eventually became a successful all-season operation. Rain or shine, Betty has been working outside since 1961. Before her outdoor career, she worked at Tomorrowland's Art Corner (operated by the Studio), in the Castle, and in a small area of the Music Store.

Betty's artistic endeavors have all been professional; and she says that art is not her hobby. She is an active member of Disneyland's Drama Workshop, has performed in several plays and has also contributed her talents for scenic design and cast make-up. Betty has traveled through 39 American states, almost every province in Canada and she loves to hike.

Maintaining her professional career Betty has been married for 27 years to Bob, an official for UCLA's Computer Network. They have four daughters: Pam, Linda, Randy and Melodie. Linda's husband, Philip, is also a Main Street Artist.

"My fondest memories are of Walt Disney," comments Betty, "A few times I found out that he had been standing behind me watching me work. I'm sure glad I didn't know that at the time, I would really have been nervous."

Considering Betty's talent and reputation here at Disneyland, we're sure Walt was more than pleased.



HERB GORDY

"Playing and arranging music is the love of my life," says entertainer Herb Gordy, one of Disneyland's multi-talented Royal Street Bachelors.

Herb has been strolling through New Orleans since 1967 providing guests with the up-beat style of jazz that is so representative of the South early in the twentieth century.

A native of Philadelphia, Pennsylvania, Herb began playing the piano at age 10 and entertaining professionally at age 16. A \$200 birthday gift from his father supplied Herb with the money to buy his first bass violin. "Everyone thought I was crazy," admits Herb, "Even though I had never played one before, I knew that was what I wanted." Learning his art from great jazz bassists and at various music schools, Herb also became a skilled composer and arranger.

Bill Dogget, Cab Calloway and Tiny Grimes are just a few of the big bands for which Herb has performed and written. He was also associated with many single artists, such as Nancy Wilson, the late Billie Holiday, as well as the original "Ink Spots," and "The Platters." During the World War II years, Herb was a member of the Army band.

"My greatest thrill was producing and directing with a 42-piece orchestra featuring Billie Holiday and Charlie Parker," Herb explained proudly. "That orchestra had some of the world's greatest jazz musicians."



Touring with various jazz bands, Herb traveled throughout the country many times. It was on his fifth and final West Coast tour with the Prysock Brothers that Herb decided to settle in Southern California.

It was here that Herb met and married his wife, a famous wild animal trainer for motion pictures and television commercials. "Incidentally," Herb points out, "she inked and painted cartoons during the 1940's for Walt Disney Studios."

Just before joining our Royal Street Bachelor trio, Herb was the bassist for a group of musicians who were performing in the Park. When their contracted run ended, Herb was asked to stay on with the Bachelors.

"Since then, everyday at Disneyland has been a happy, wonderful experience for me," said Herb. "It seems like at one time or another, almost everyone in the world has passed through New Orleans Square. I have enjoyed meeting and playing for all of them."

familiar faces

JOANNE MILLER



Everywhere you look at Disneyland, there are employees with interesting stories to tell. Quite a few Disneylanders have been in the legitimate theatre, many in motion pictures or television, and some fought in World War II. And Joanne Miller, presently Senior Personnel Representative at Disneyland, was recently Conference Coordinator at the Western White House in San Clemente.

The Park's employment office clerk job that Joanne started with eight years ago led her to become a secretary to Jim Passilla, who was Employee Relations Director at that time. During the summer of 1973, Joanne was offered the position at the Western White House, without any previous background in political activities.

When former President Nixon was not in San Clemente, the facilities were utilized for conferences, meetings of local, state and federal agencies and non-profit organizations. Joanne made arrangements for these gatherings, handling travel and catering requests, replies, scheduling and other administrative matters.

"When I describe my experiences at San Clemente, and with the Nixon family, I can only say it was tremendously exciting, extremely rewarding, and of course, very emotional." Joanne treasures the opportunities she received: meeting dignitaries, celebrities, and the highest government officials of the world.

After the President's resignation, Mr. Nixon asked Joanne to become one of his personal staff assistants. At this time, she organized a correspondence unit made up of Orange County women to open, read, and categorize over two million pieces of mail written to the former Chief Executive.

In August, 1975, when her work with the Nixons was completed, Joanne "came home to Disneyland."

As an important part of our employment office, she feels her outside experience provides her with more to contribute to the Disney organization. "My goal is to develop the highest professional standards of employment for the Personnel Department," she offered.

Joanne now resides in Irvine with her two daughters, Gretchen, 15, and Stephanie, 13. She loves to read and travel, enjoys music, theatre, swimming, and is currently taking golf lessons. Born and raised in Riverside, California, Joanne owned a ski lodge in Vail, Colorado, following her years as a United Airlines hostess.

Stop in and visit Joanne someday. She is a delightful lady with quite a story to tell.

STEVE SCHREINER

There is something fascinating about watching a good magician up to his old tricks. Disneyland employees have that opportunity if they visit the "King of Hokum," at our Main Street Magic Shop.

The "King" is Steve Schreiner, a native of the Bronx in New York, and an impressive demonstrator of magic in the Park since 1965. He is also a professional comedian-magician with a varied background in the world of show business.

"I've been into magic all of my life," Steve admits. As a child he loved listening to radio comedians and performing magic. "I would send away for tricks and do them for anyone who would watch," Steve said.

Steve stayed in New York to pursue his professional career and started getting signed for club dates, churches and banquets. Then Uncle Sam beckoned and Steve joined the U.S. Army; however, because of his talents, he became a member of a USO show, traveling all over Europe entertaining thousands of troops with his artistry. "I was the magician on the bill with stars like Jimmy Durante and Martha Raye," Steve said with pride.

Following the war, Steve returned to New York. Although he called the East Coast his home, "The King of Hokum" began touring throughout the country. "I did anything and everything," Steve explained. "I was just happy to be able to entertain people."

Steve has been able to find time to raise a family over the years. His wife, Beverly, works for Pacific Telephone and they have one son, Steven Jr., who is 24. "My family has put up with my magic for years," said Steve. "I didn't threaten my son with spankings, instead I told him I'd make him watch me do my magic tricks."

A family visit to Disneyland in 1965 resulted in a permanent full-time booking for Steve as a Magic Shop Demonstrator. "My son was getting older, and I knew it was time to settle down," he offered, "So I showed the manager of the shops what I could do and he hired me that same day."

"You never retire from show business," Steve mused. He keeps his hand in by performing whenever he has time away from Disneyland. Steve is versatile enough to entertain children as well as adults, working birthday parties, civic gatherings, and private affairs.

If you have some free time someday, stop in the Magic Shop and see Steve. He will dazzle you and make you smile.



ROSEANNE ARNONE

The fiery redhead behind the counter at the River Belle Terrace, the substitute clerk in the Adventureland/Frontierland/New Orleans/Bear Country Production Office, one of the courteous attendants working crowd control at "America on Parade"—these descriptions all fit the same girl, Roseanne Arnone, who has been with Disneyland's Food Services for over two years.

Roseanne is a California native, born at St. John's Hospital in Santa Monica. "That's the hospital Marcus Welby used to work out of, you know," Roseanne added.

She graduated from El Dorado High School in Fullerton and now attends Golden West College in Huntington Beach. Roseanne is working towards an A.A. degree in Liberal Arts.

Spending almost all of her time working at the River Belle Terrace, Roseanne has been in fast foods at Oaks Tavern, and sometimes fills in for the clerks in the production office above the restaurant.

"People are a real challenge to me wherever I go," she explained. "I guess it sounds funny, but I just enjoy seeing a smile on a face. It brightens things up." According to Roseanne, River Belle allows employees to vary their days by doing different things. "You come into close contact with the guests for more than just a second, and every day is a different experience."

Admitting that Walt Disney has been somewhat of an idol to her, Roseanne says she remembers that on Sunday nights her family always watched Lassie; "and then without fail, it was 'The Wonderful World of Disney.'"

"I feel that if I can spread some of the happiness that Walt Disney initially created, it makes my job here worth everything," she added.

Roseanne finds pleasure in what she calls "the simple things in life." Commenting about a recent visit to the Park as a guest, she said, "Watching that parade and hearing all those people singing the National Anthem really choked me up; and to think that I work here contributing to a little of that—it's a great feeling."

Coming from a family of five girls, Roseanne knows how to deal with people, which she openly displays in her work.

"I have a real zest for life," she said. "And I want to meet and know as many people as I can." If her Disneyland track record is an indication of her enthusiasm for living, Roseanne's bubbling personality will bring a smile to many more faces.

Continued.....

familiar faces *Continued*

HANS BEKERTHY

"My childhood dream was always to live in America, and once I got close to that, my dream was to visit Disneyland." Those are the feelings of Hans Bekerthy, a native of Austria whose wishes were fulfilled when he moved to America in 1965 and landed a job at Disneyland.

As swing-shift Foreman at the Mill, Hans has been involved in his share of Disneyland projects. He began working in 1965 in our New Construction area with the building of New Orleans Square. When that job was completed, he became a permanent member of the Mill staff.

Born in a small village 30 miles west of Vienna, Austria, Hans grew up during an exciting but tragic period of history: World War II. As a teenager he was a member of the German Army in combat at the Russian Front.

Hans was a carpentry apprentice in his home country, and following the war, he began his career in this artistic field. "In Austria a carpenter is licensed by the government," Hans explained, "You have to take an exam and display your work."

Working for the Austrian government for some years, Hans gained experience that indirectly related to his future job with Disneyland. He traveled with a crew of carpenters building Austrian exhibits at international fairs and expositions. In this capacity he worked in Casablanca; Milano, Italy; and Zagreb, Yugoslavia. Hans was also part of the crew that rebuilt the windows in the Staats Opera House in Vienna and worked on the Vienna Cathedral.

Getting closer to his childhood dream, Hans left his homeland in 1953 for Toronto, Canada. "In Canada, we all heard and read about Disneyland, and I always wanted to visit here," he offered. In 1963, Hans and his wife, Gertrude, finally got to visit Disneyland, and decided to move to Southern California. One of their new neighbors was a Disneyland employee and suggested that Hans apply for a job. "I've been here steadily ever since," Hans proudly admits.

Like many Austrians, Hans was a skiing enthusiast long before the sport became so popular in this country. He loves the fresh air of the mountains and has captured much of that on film. Hans has over 3,000 feet of 8mm film he has taken of Europe, Mexico, and the United States.

Hans is the familiar face at the Mill that you can always count on to get something done, and get it done well. Truly an artist in his delicate field of work, Hans has become a traditional Disneyland personality, contributing his talents and experience to the show.

"Oh, I almost forgot," Hans points out. "On July 11, 1973, I became an American Citizen." Hans Bekerthy's dreams have come true.



LAUREEN NEWKIRK

Disneyland has certain personalities that everyone seems to know about. It's that person you see five days a week but never seem to get a chance to talk to. A real personality, and truly a familiar face, is Laureen Newkirk, a restroom matron since 1958 or, as she likes to call herself, "Queen of the Latrines."

"I used to sit on top of the Ad Building to watch the fireworks and eat a banana split," admits Laureen, "Until someone caught me and said 'no more.' " She always works nights during the summer because she says she is "kind of a night owl. Work is more fun at night and I love being outside."

During the spring and summer and whenever weather permits, Laureen can be seen riding to work on her Duo cycle, a side-by-side tandem bicycle with an overhead canopy. "You may have seen it parked near Harbor House," said Laureen. The daily ride from her home in Orange is not a short one. However, Laureen still has enough energy to run from the parking lot to work.

She has put her energy to its greatest use by walking up to 20 miles on the March of Dimes Walk-A-Thon, collecting pledges of up to \$1300, mainly from her friends at Disneyland. One of Laureen's daughters lives in Arrowhead, where she loves to go hiking in the snow. She and her daughter, Dianne, recently went camping in Yosemite, and Laureen was part of the DRC entourage that traveled through Europe last Spring.

Ontario, Canada is the birthplace of this Disneyland hostess. However, she has been living in the city of Orange since she was six years old. She graduated from a high school building that is now part of Chapman College. After marriage, Laureen worked for many years at her husband's grocery store on the corner of Glassell and Walnut. "We were even open during the war years through all the rationing campaigns," she said.

The grandmother of 17 children, Laureen says she "got generous" and had four daughters—Dianne, Sylvia, Rita and Nita. Besides her other physical activity, she loves to swim: "oceans, rivers, lakes, pools, I don't care."

Laureen also tries to find time to play a little tennis. She is a dedicated member of the Disneyland Christian Fellowship, makes regular visits to local rest homes and is involved with her church organization.

People as warm hearted and down-to-earth as Laureen are certainly nice to have around. Since 1958, she has been brightening the days and lighting the nights for guests and employees. If you pass her by, stop and say "hi" to Laureen, she'd love to get to know you.

"Yes, and if you need a ride home, there's room on the second seat of my bike if you help with the pedalling."

JOHN SEVILLA

Webster's New World Dictionary defines glass blowing as "the art or process of shaping molten glass into any desired form by blowing air into a mass of it at the end of a tube." This delicate art has been handed down over the centuries with increased technology and experience.

At Disneyland, Glass Blowers are members of a special artistic lessee group who also staff the New Orleans Water Color Artists. John Sevilla has been demonstrating his glass blowing talents on Main Street for two years.

John says he has always been interested in art and had attended classes at Cypress Community College. When he came to Disneyland he was ready to learn all he could about glass blowing.

Carefully taught by other artists, John has greatly improved his skills through practice, "but there is still much, much more I must learn," he admitted. "I love being able to create things with my hands. It's such a gratifying feeling to make a Mickey Mouse out of a tube of glass."

John is adept at molding most Disney characters. "Just last week a man asked for a glass blowing of Pluto on snow skis," he explained. Guests are able to make special orders at the shop and pick them up later in the afternoon.



At last count, John had made 1000 Mickey Mouse figures, and says that "even though you have a model to imitate, most of this has to come out of my mind. I have to be concentrating very closely." Because of this deep concentration on his work, John does not feel conscious of the guests surrounding his enclosed display stand. His artistry can add quite a bit to the show for the guests. "It makes me feel good that people are interested in knowing what I do," John added. "I guess it's showing off your talent."

Working with glass tubes ranging from three millimeters to three inches thick, John does glass knitting, loop stitching—all creating different effects in the final product. "So many things must be considered," he explained. "Color, balance, strength of the glass, and temperature are all important factors."

A veteran of four years in the U.S. Air Force, John is a local boy, a graduate of Millikan High School in Long Beach. He has previous work experience at a J.C. Penny's Warehouse. He and his wife, Dee, have three children: John, 10, Wendy, 8, and Christopher, 5.

Considering the flame he sits behind is 3500°, John has one of the hottest jobs in the Park. But when his work cools off, it provides guests from all over the world with a lasting, unique remembrance of their trip to the Happiest Place on Earth. 🍷



December 25, 1975

Written By Kathy Williams

THE MAGIC VOICE

Disneyland's Unseen Hero

Standing at the Main Gate, one may hear what seems to be an endless announcement of ticket information, Park opening and closing times, and any other important details deemed necessary for the public's ear as they make their entrance into this happy place called Disneyland. Anyone who works for Disneyland has, at one time or another, heard what is affectionately referred to as the Magic Voice.

We've heard this crisp, clear, remarkably distinct intonation of verbal excellence over the roar of the crowd, as it waits patiently for the parade the guests have traveled miles to see and hear. We've known the joy of hearing the vocal declaration of the "end of Disneyland's normal operating day," as the night draws to an end for the guests, as well as ourselves. Yet few have ever stopped to think about the origins of this very special voice we are so unconsciously aware of. To shed some light on the subject, the Disneyland Line was fortunate enough to secure an interview with the Magic Voice.



Due to conflicting appointments and previous engagements, our interview with the Voice, or "Magic," as he wishes to be called, had to be conducted over the telephone. Never-the-less, we learned that Magic, who was born in a Cerwin-Vega loudspeaker factory, leads a simple, happy life. Married to his wife of thirty years, he loves to reminisce about the days of their courtship. "We met over the phone. I was between jobs and in need of companionship, and I found myself talking for hours at a time to the girl I finally married... the time operator." They were married in a phone booth by "Dial-A-Prayer" and have enjoyed a happy life together ever since.



Times weren't always easy for Magic and his bride. The two experienced near poverty to the point where Mrs. Magic was forced to moonlight for a large toy manufacturer as the voice of "Chatty Cathy," a talking doll. "I owe a great deal to the Disney family and the company they've created. Without them, Magic and I would still be giving directions to the snack bar through the car window speakers at the local drive-in."

Magic himself has expressed his appreciation for the opportunity given him by Disneyland. "I don't know what I would have done if Walt hadn't heard me at the Roller Rink that day he brought some children in for a party. He came to me with an idea that, at the time, seemed a little far-fetched. It was his idea for Disneyland, and it was quite an honor when he asked me to announce to the happy crowds that Disneyland was now open." Magic has been doing it ever since.

Being a bit of an introvert, it is doubtful as to whether or not we will ever get a chance to see the man behind the voice. "I've always thought that I should be seen and not heard," adds Magic. But as long as we know that Magic is still there, the cloud of mystery that surrounds him will always have a silver lining.



DRC Trips & Events

This Saturday and Sunday (Monday - Friday if requested), will be the DRC-sponsored STREET CORNER IN ARCADIA WEEKEND. Tickets are \$2.98 each and include garbage truck transportation, dinner at Jack's Waffle Shop atop Arcadia's newest four story skyscraper, the Buick-Chrysler Building and Kwick Kar Wash, and taxi fare home.

In a few short days, the DRC will have an exciting bus trip to the city of Industry to the ORANGE COUNTY ANT FARM. See semi-skilled laborers stuff ants into plastic bags (without killing them). No lunch will be served, but chocolate-covered ants are available from nearby vending machines. Sign-ups are over...sorry, you missed this one!

In two weeks, the DRC will be taking a bus trip to the San Andreas Fault near Gorman to witness the ANNUAL ESCAPE OF NATURAL GAS. They'll be plenty of gas for everyone so don't bring any. Don't forget your camera! A token contribution of \$40 per couple will be collected on the bus.

This is our biggie of the year...the one you've all been waiting for! On January 19, the DRC will be chartering a DC-3 to Greenland (that's right...we said GREENLAND!) to see the yearly PARADE OF THE LEMMINGS (small, stupid, rat-like creatures) as they march off a 500-foot cliff onto the rocks below. This is a highly educational trip and is recommended by National Geographic and Mad magazines.

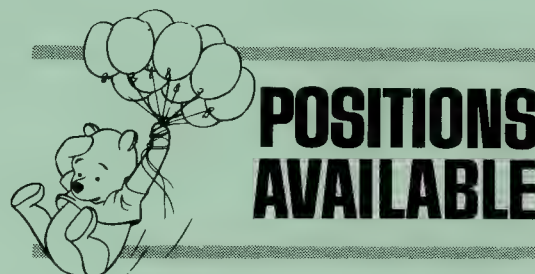
The cost is a low \$6,009.42 for adults; children are free but will be tied to the outside doors of the plane. Contact Amelia Erhard Airlines for reservations...



The SADDLE CLUB recently held their monthly meeting in nearby Silverado Canyon. Two motions were made and passed. One stop-ped several of the members from riding their horse to work and tying them up in A Lot. The other motion concerned joining the Saddle Club with the newly formed Glider Club...the name of the new club will be The Saddle-Soars.



Fourteen members of the ALPINE CLUB recently returned from a picnic and 110 mile hike into Death Valley. Unfortunately, sixteen people went on the trip. A search was made for the two for a full 5 minutes, but they are presumed lost. For anyone interested, their shifts at work are currently open.



TECHNICAL OPERATIONAL TRAINING SPECIALIST CONSULTANT

There currently exists a permanent part-time voluntary position within the general Park area. This is a 27 hour-per-week job which might become a 42 hour-per-week job or could be cut to a 16 hour-per-week job, depending on how long the person can last. The requirements are:

1. Substantial ability in creating the illusion of hard work while actually doing nothing (any employee with over two years experience in the Park will be qualified).
2. Original, flexible, breakable, over 21, thin, size 7 shoe, blue eyes, blonde hair.
3. Must have practical experience working in a local zoo, psychiatric ward or hospital.

If you feel you are qualified, don't tell a soul.

THE ANIMAL PAGE



Swimming around the Castle moat all day might be a drag for most, but not for J.D. Swan. "One thing about my job - I eat real well. Do you have any idea how many pieces of popcorn get thrown into the water everyday...to say nothing of small children!"

With Disneyland for 12 years, he spent several years with the San Diego Zoo and did a few fold-outs for National Geographic magazine in his earlier days.

When asked what changes he'd like to see, J.D. snickered. "A few female swans...that's what. Then we'd really give the tourists something to take a picture of!"

Many people might think that standing in one place all day and jumping up and down occasionally isn't much of a job. But Bonzo, the 450 lb. gorilla on the Jungle Cruise, disagrees.

"The mental frustrations are tremendous. I see so many really stupid things everyday...like humans putting their fingers in front of their lenses while they take my picture, or husbands snidely comparing their mother-in-laws to me." Scaring Girl Scout troupes or ladies from Liesure World gives Bonzo a nice break in the day.

He's basically satisfied, he says, and only wishes for one thing: "More bananas in the vending machines...they never leave me enough!"



"If I had it to do all over again, I would," reflected Clyde S. Dale, Main St. trolley horse, when asked about hiring on at Disneyland.

"I know it looks like hard work, but pulling those cars is really no big deal...if you know what you're doing. It took me awhile to figure it out, but after three hernia operations I can haul load after load with no problems."

A veteran of 13 years in the Park, Clyde has seen it all. "I really feel sorry for some of those young colts coming up through the ranks; they have to learn a lot quicker than we did years ago."

Clyde enjoys his work, especially when he works with people. "Humans are fine unless you approach them from the wrong side; it tends to spook them."

Brickbats...

"...thought the Blue Bayou had a quaint atmosphere; didn't even mind the paper plates, but felt that the paper forks were a bit much."

"Upon entering the parking lot my wife hit a pole that she swears was animated and jumped out in front of her."

"We realize that you have a certain capacity to worry about on your rides and that you have to sometimes squeeze people in. Sharing our Skyway bucket with 12 other guests really wasn't that bad...but strapping our two-year-old to the outside was ridiculous!"

"The young lady he was with was his girlfriend and suggests that if certain [Jungle Cruise] employees value their life and limb that they keep their hands to themselves."

...and Bouquets

"Thanks for a fantastic time! Highlight of our visit were the Tour Guides. Audio-animatronics has certainly come a long way...they look so real!"

"Always impressed with cleanliness and courtesy of your employees...it's a pleasure to visit Knott's."

"An operator on the Tea Cups went out of his way to be nice to us. We were most surprised when our youngest son jokingly asked him if he could operate the ride himself, and the man said, 'Fine.' After showing our boy which buttons to push, he hurriedly walked away muttering something about an 'E.R.' ... what's an 'E.R.'?"

From The Ambassador...

Hi Everyone,

Well, Mickey, Minnie and I just flew back from participating in the Placentia Cabbage Festival, and boy, are our arms tired! I rode on a very interesting float in the Placentia parade; it was a 27-foot-high cabbage on wheels. Although the view was breathtaking, we took a sharp turn and your Ambassador was thrown off. Luckily, I landed right on the float behind me which turned out to be a giant replica of a corned beef sandwich.

Next week, we travel to Villa Park to help the locals celebrate their 3rd Annual Anchovie Festival. I've never ridden on an anchovie before!

Several weeks ago, we represented Disneyland up north at the Malibu Surfing Championships. The photographers wanted to get a picture of me riding one of the big ones wearing Mouse Ears. Do you know how hard that is? (Especially since I've never surfed before in my life.)

It is with a fond farewell that I close now and stay your forever humble and cutesy pie Ambassador.

Love,

Kathy

Disneyland Line Survey

We'd like to offer you an opportunity to express your opinion on several aspects of our weekly employee publication, the Disneyland Line. We'd like to, but on the other hand, we may get so much flak and complaints that we would become paranoid and never be able to write anything ever again. So, you may do what you wish with this piece of paper. Some might wish to color it in, make an airplane or use it as a door mat.

After all, even though we're never going to read this...at least you had a chance to get it all off your chest.

I READ THE DISNEYLAND LINE...

____ Once a year ____ Once in a blue moon ____ Never ever ____ Are you kidding?

I AM INTERESTED IN AND MOST ENJOY (Crayon in any)...
I HAVE LITTLE INTEREST AND HATE (smear mud on any)...

Featureish Human Interest Stories Unfeatureish Animal Stories Fold-outs
Funny Fotos Cricket Club Activities Ridiculous Letters Credit Page

GENERALLY SPEAKING, I THINK THE LINE IS...

____ Great! I sleep with it under my pillow.
____ Not bad for a mediocre publication.
____ Ugh!

WHAT, IF ANYTHING, WOULD YOU LIKE TO SEE
CHANGED, IMPROVED OR BURNED IN THE LINE?



AUTOS/RECREATIONAL VEHICLES

Cab-Over Camper-12 foot, 3 bedrooms,
2 baths, sunken Roman tub, greenhouse
and veranda in rear. \$85,000.

1943 Panzer Tank-2 gallons per mile,
metallic olive, plenty of trunk space,
heavy duty shocks & bumper, magnesium
treads. Never raced-driven back and forth
to the war by little old lady, Contact
Frau Lieber, Stuttgart, Germany.

'66 Porsche Truck conversion-lowered,
no extras-\$195, firm.

Used Police Motorcycle-Found outside
Inn Between. Good cond., radio, fog
lights, super fast. Don't call me -
I'll call you.

HOUSES/RENTALS ROOM-MATES

Clean-cut 28-year-old male seeks platonic
relationship with 20-25 year-old girl.
MUST BE well-built, blonde, blue eyes,
experienced. Call Sean at 932-0070.

Unusual House for Sale - Located between
Pirates and Jungle Cruise, 4 bedrooms
w/river view, air condition, lots of
plants/leaves. Call Mr. Robinson.

Land for Sale-Outside of Orlando, Florida.
Several thousand acres, flat, undeveloped.
Comes with medieval castle and 3 hotels.
Reasonable. 622-1111.

MISCELLANEOUS

Unusual Parade Floats-used but cheap,
available after 1976, would make interest
planter for your yard. 009-7613.

Wanted: Armadillo, one-legged girl, case
of peanut butter, trampoline, base drum
& water pistol for outdoor nature movie
being made. No weirdos please. Box 324,
Hollywood.

Guard Dog-Used at Disneyland only 4
months. Four inch teeth but friendly
to anyone with a nametag. Eats anything
(loves children!) Call D/L Security.

Found In Global Van Line Lockers:
42,000 brains left last Aug. 19th.
Free to Anyone.

Do U neede help with yur speling?
I am a colllege Englisch proffessor
who kan help U withe Yur homework.
I gaurentee gud grades\$#! Kall me to-
day,,,399-320-3345-687958.

The Disneyland Line is published when-
ever we feel like it. There is no staff.
"Wheeling & Dealing" items should include
your name, address, phone and a note
from your mother and a \$5. bill. All items
submitted by Noon Wednesday will probably
never appear.

WE REMEMBER...

MAINTENANCE



... when the Sound Dept. had nothing but the best and most expensive equipment.



... when technical consultants had to be called in on major rehabs.



... when not everyone ate their lunch in the cafeteria at the same time.



... when the ground-breaking ceremonies for Space Mountain took place.

Brickbats From The Biggies

Magazine Publishers Take Aim...

Not long ago, a group of distinguished magazine publishers were treated to a personal guided tour of Disneyland. They moved from attraction to attraction, and some stopped to eat at several of the food locations around the Park. Apparently, their day wasn't too successful and their letters began arriving at Public Relations the following day...

Gourmet

"May we bring to your attention the very inadequate service and food we experienced at one of your local eateries recently?"

The waitress politely explained how busy they were and asked that we 'sit on the floor' since there were no more tables available. She then served us stuffed mushrooms with shrimp & wine sauce - not in heated scallop shells as the menu suggested - but in plastic ashtrays (how gauche)."

Mademoiselle

"...and when the Mlle. staffers walked into the Park, everyone made a special effort to see the latest designs Minnie Mouse has been appearing in. We were shocked to find her in the same old cotton skirt she wore last year!

Surely she has seen the latest jumpsuits that have been sweeping the local boutiques. We are sending a sample (by Evelyn Botznick of Stan Nerdman Int'l., \$285.)

ROAD & TRACK

"Upon examination of one of the Autopia cars we felt that such a sporty-looking vehicle could not be left alone without some sort of test drive. We were wrong...we should have left it alone!

The acceleration was less than impressive; in a word, underwhelming. Handling was nonexistent as we were unable to get the thing going fast enough to generate any G-forces whatsoever.

The trunk space is a joke; the exhaust is reminiscent of a sneezing elephant; the steering is unnecessary as there is a set of rails beneath the car that keeps it from going anywhere but where it wants to take you.

The car's one good point are its brakes. They're too good. Our technical editor will have a word or two in this regard when he is released from the hospital."

Popular Photography

Psychology today

"While visiting the Park recently, we noticed some dominant traits in your employees, bordering on deep frustration and violent, aggressive behavior. We suggest you have them review one of our latest articles (P.T., June '75: 'Repetition - Sure Way To Insanity'), as well as study a series of reprinted lectures we ran several years ago (P.T., Sept. '72: 'Coping With Inferior Intellectuals')."

"...and on the afternoon of November 18, I personally witnessed one of your employees throw a hamburger at an irrate woman. Enclosed please notice the photos I took of the incident. I used a Nikon with a 1.4 lense and a shutter speed of 1/250 second. The color film was 125 A.S.A. and was shot through a #4 yellow filter. Especially notice the excellant contrast that was obtained of the catsup and the woman's nose. The bright glare in the upper left hand corner was apparently caused by the reflection from her teeth as she began screaming."

Consumer Reports

"We were in the Park last week and completed a comprehensive study of the following attractions:

DUMBO
INDIAN IN FRONT OF MAIN ST. CINEMA
JUNGLE CRUISE
TOMORROWLAND RESTROOMS
FANTASYLAND AUTOPIA
CANOES

ACCEPTABLE

Tomorrowland Restrooms - We found the line to be long but the ticket-taker was unusually quick and made the wait a short 3.4 minutes. Cleanliness of the attraction was rated very high, although not too much imagination was used in construction.

Indian - Very interesting attraction. Low key ride, but more animation than we found in many of the nearby employees.

CONDITIONAL

Dumbo - Would have received better rating if it had been designed so we could have ridden on top of the elephant. Felt that riding inside was in poor taste and going around in circles made us dizzy.

Autopia - Not for the squeemish. Something strange about an attraction that allows small children to slaughter the personnel operating the ride. Suggest first aid facilities be moved closer to this area.

NOT ACCEPTABLE

Jungle Cruise - Rated as a 2.4 on our scale of 10. Operator rudely shot adjacent passenger instead of hippo, detracting from realism of ride. Also spiel was hard to hear because of screaming and yelling guests.

Canoes - Towels should absolutely be included on this attraction. We measured 34.8 gallons of water that poured in the canoe due to splashing of the two operators. Also, woman passenger who complained should have been helped out at the dock, not over the side."

Reader's Digest

"...and not only that, but we were repeatedly insulted by employee after employee. It was amazing. Not being poor sports, however, we would like to make good use of this and base an article on rudeness. We are currently working on a story to be entitled, "I Am Joe's Tongue." Copies of it will be available for 35¢ each. We thank you..."





IN THE BEGINNING

...the important role of our Lessees and Participants

Summer, 1955. Disneyland opens after years of extensive planning and preparation. Walt Disney's dream becomes a reality as thousands of guests pass through the gates of the Happiest Place on Earth, an entertainment complex unmatched anywhere in the world.

Disneyland's unique blend of attractions, shops and restaurants was accomplished through the combined efforts and talents of many people, organizations and firms, all under the guiding genius of Walt Disney. Walt's idea to showcase industrial technology and business products proved to be one of the keys to the success of the Park. The lessee and participant concept began in the initial drawing board stages of Disneyland and has grown in importance and stature during the past 20 years.

In the early fifties, Walt Disney and his creative team enlisted the aid of American industry and convinced them that Disneyland, to be built on an orange grove in Anaheim, California, would be an ideal place to display and sell their products and services to the expected throngs of guests. As history now shows, many believed that Walt's dream would falter and never be a financial success. Yet some of the nation's largest corporations and some of California's small businesses did take the initial challenge by signing a five year lease with Walt Disney Productions, contracting them to operate and maintain a facility in the soon-to-be-opened Park. Upon signing the agreement, the organizations obligated themselves with the construction and maintenance of the interior of the facility, all subject to the approval of our WED designers.

The Disney organization operated no

food facilities when the Park opened and staffed only a very few merchandising locations. Instead, the Company's lessee and participant program was introduced to serve a two-fold purpose; first, the outside business was supplied with a location to promote and sell their product to a large, attentive audience; second, Disneyland could concentrate its limited funds on attractions and construction while receiving rental and advertising fees from the businesses. As time passed, the benefits increased for both parties. Disneyland became more successful and well known, and companies used their association with the Park to the best advantage in their promotion and public relations ventures.

In advertising across the nation, Richfield Oil Company boasted their Autopia as the "top attraction at Disneyland." Carnation Dairy Products' ads proclaimed in 1965, "The only milk sold at Disney-

land for the last 10 years." United Air Lines publicized its association with Disneyland in television, magazine and newspaper advertisements, and offered special Los Angeles tour packages to include the Park. Coca-Cola sponsored "free trip to Disneyland" contests. The possibilities for promotion were endless for the participating company. Industry officials had a unique place to entertain prospective customers, and more important, to entertain them with their families. This was the beginning of what has become a lasting friendship between the name Walt Disney and America's business and industry, both large and small, local, national and international.

Taking a walk down Main Street on one of those summer days in the fifties offered a little different experience than we enjoy today. Cole of California, a swimsuit manufacturer, leased a store in what was then referred to as Main Street



Continued.....

Building No. 400, where the Sunkist Citrus House is now located. It was evident after two summers that selling swimsuits was not the ideal operation at Disneyland, and the agreement was mutually terminated. Also near that location in our early years was a fresh bakery controlled by General Mills, Inc., called Puffin Bakery.

The Bank of America has been an important part of Disneyland since the early fifties and opened its doors primarily as a service for guests in a themed display atmosphere. When employee accounts grew, the Bank of America opened Mickey's Mint, making Disneyland the only organization in California with an on-site full service employee Bank of America branch.

The Emporium was owned and operated by Emporium of Orange County, Inc., a retail lessee that operated other merchandising locations in the Park. Also of interest was the store that was housed where our China Closet is today. The Hollywood-Maxwell Company used the premises for institutional advertising and sales of brassieres, girdles, corsets and other intimate ladies' apparel. Although the shop was designed in the early mid-western motif as all of Main Street, it proved to be inappropriate for the Park and was replaced in 1956. Gallen Kamp Shoes decorated and maintained a store on Main Street to display and sell their products in the early years, as did the Gibson Card Company, forerunner to our Hallmark Communications Center presently in that same location.

Setting up shop in the Main Street Opera House for our first five years was Town Square Realty, used for promotion and sales displays of land in the Apple Valley region. One of the first participants signed before opening day was the Upjohn Company in Main Street Building No. 300, now where the Elgin Clock Shop is situated. The reputation of the Upjohn

Company was perfect for Disneyland and the 19th century pharmaceutical establishment was well themed to Main Street.

Various local business firms leased sales facilities in all areas of the Park in those days before Disneyland's Merchandising Department was born. Pendleton Woolen Mills opened on July 17, 1955, in the same western-type store it is still housed in 20 years later. As they do today, the exhibits and store atmosphere enhanced the Frontierland theme area. INA was associated with Carefree Corner from 1956 until last year; the Quaker Oats Company opened our first animal center, Ken-L-Land in 1958; the need for a private, clean interior for mothers to care for their children brought about the Pablum Baby Station; The Wurlitzer Company rented Main Street space for institutional advertising, exhibit of musical instruments, pianos, coin operated phonographs and daily organ concerts.


The lessee operations that proved very popular with Disneyland guests were food facilities. ABC/Paramount, one of the original investors in the Park, operated fast food and beverage stands until 1965. Swift and Company controlled the Market House, the Red Wagon Inn (now the Plaza Inn), the Chicken Plantation in Frontierland, the employee cafeteria, and Holidayland, an outside-berm picnic area with catering services for pre-arranged guest parties. From 1955-65, the Carnation family rented and staffed the same two Main Street restaurants that still carry the Carnation name and sponsorship. Welch's Grape Juice was served in Fantasyland beginning in August of the Park's first summer. Van Camp sold and publicized their "Chicken of the Sea" tuna products from a more primitive version of our Captain Hook's Pirate Ship of the seventies. A very familiar and popular face around Disneyland some years ago belonged to the lady who was cast as Aunt Jemima, a restaurant hostess for

the Frontierland facility who served her famous pancakes through the day and evening.

As the years progressed we were able to gain expertise in areas other than just attractions, and the lessee concept gave way to the development of a stronger participant program. In 1960, Disneyland's Merchandising Division took control of many of the stores previously operated by outsiders. Disney Food Services emerged in 1965 to put our employees in charge of most food locations. The lessees that remain today offer talents and services that Disneyland would find difficult to provide without assistance. The Sunkist Growers are in the best position to directly sell their product in such mass quantities. The Park's Glass Blower, Water Color Artists and Caricature Sketchers, require special skills and training that is best supplied by an outside firm. The Participant Development Division actually screens hundreds of lessee applicants each year to be sure they are not overlooking any ideas or proposals that might be successful in the Park. If new lessee is chosen it is on the basis of creativity, special talents, merchandise or management.

The philosophy behind the participant program is not to commercialize the Park by hanging a sign on every other attraction. Rather, when it makes good sense for a company to sponsor an attraction or restaurant, Disneyland will seek out the most appropriate company in that field and offer them the opportunity to participate. First, and most important, the company must fit the area as well as the image of the Park.

Attempts have been made around the world to imitate ideas and concepts pioneered by Disneyland. We have set a pattern with our participant program and many theme parks now have established projects involving local business and national industry, but none with the degree of success enjoyed by our Company.

Gulf Oil . . . Monsanto . . . Wonder Bread . . . Goodyear . . . McDonnell Douglas . . . Coca-Cola . . . Sara Lee . . . Frito-Lay . . . Hills Bros. . . . These prominent companies—all a part of our unique participant program—have a trusted name in common with Disneyland. Walt Disney signed one of the first participant contracts with the Atchison, Topeka and the Santa Fe Railroad Company long before opening the Park. Since, then, some of the most respected industries in America have been involved at Disneyland. Trans World Airlines used the Rocket to the Moon attraction as a publicity vehicle; General Dynamics treated our Submarine Voyage the same way; Crane Company displayed their futuristic plumbing products in Tomorrowland; United Airlines' posters adorned the Tiki Room until 1970; Kaiser Aluminum operated an exhibit in Tomorrowland. The familiar list goes on, and the relationship between these business giants and Disneyland is both honored and cherished. 



WE REMEMBER...

MERCHANDISING



... when cash handling classes were held in intimate and carefully supervised surroundings.



... when mens' wigs were for sale in New Orleans Square.



... when rules for guests' behavior were clearly posted behind each register



... when the training of new salesclerks included how to politely request exact change from a guest.

YOUR SKIING HANDBOOK

Seven easy steps to make
yourself look good when
you don't know
what you're doing . . .



*(Summarized from the popular best-seller,
"Everything You Always Wanted to Know
About Skiing, But Were Afraid to Ask .
. . . and Were Sorry You Didn't")*

STEP ONE: CHOOSING YOUR EQUIPMENT

You are a beginner.
Spelled R-O-O-K-I-E.

Unless your father owns a ski shop, rookies don't usually shell out \$350 for brand new equipment. They rent it for \$29.95 . . . which is exactly what you should do.

STEP TWO: LAST MINUTE PREPARATIONS

You stuffed yourself into a VW with 12 other people and here you are, almost ready to go. Make one last check of your boots and your bindings.

Note: Your bindings should be adjusted so they will separate your boots from your skis under stress. If they're not, your bindings will separate your legs from your body under stress.





STEP THREE: GETTING UP THE SLOPE

Familiarize yourself with the poma lift.
It will take you swiftly up the mountain.
Very swiftly.
Without stopping.
Even if you want to.



STEP FOUR: TAKING OFF

Facing in a downward direction
bend your knees
grit your teeth
and go.

Oh yes . . . make sure your skis are parallel.



STEP FIVE: SLOWING DOWN

By this time, you should be enjoying yourself.
You're going 60 mph and are screaming as
you completely lose control.
Try to make an attempt to slow down.
Grabbing a nearby skier is not the way.



STEP SIX: STOPPING

There are several ways to stop:
 One is to fall backwards.
 One is to fall forward.
 Another is to fall any way you can.
 And then, there's always a tree.



STEP SEVEN: PICKING UP AT THE LODGE

After a hard day on the slopes, of course, you're ready for some action.

So are 250 other guys.

Which means you're going to have to come up with some unusually clever opening lines, like . . .

"Hi, do you ski?" or "Why not go back to my place and I'll adjust your _____" or "Hi the way you're the one I met at that party in Newport last summer?"

If this fails, *quit*.

Wait until next Spring and try at *other* less common and charming sport—the *hazy* game.



incidentally, there is one last small inconsequential item we have omitted in this guideMAKE SURE THERE'S SNOW, DUMMY!



WE REMEMBER...

SECRETARIES



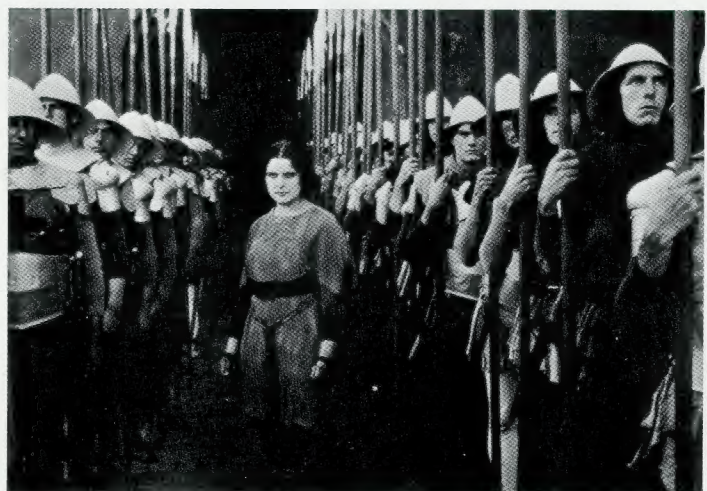
... when a girl could get a day off
at a moment's notice.



... when they were first
allowed to wear something
other than dresses.



... when breaks meant more than
just a cup of coffee.



... when they were escorted out
to their cars by Security.

1976 Calendar

January

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

March

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



